

ORDER



Orders
Order / Rev: 699789
Alt Order #: 06235181
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 08/24/12 / 08/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	52	\$84,650.00	\$71,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$84,650.00	\$71,952.50	0.00
Totals	52	\$84,650.00	\$71,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	18%	\$84,650.00
Market	100%	\$470,277.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	35%	\$164,597.22
WJW	25%	\$117,569.44
WOIO	20%	\$94,055.56
WUAB	2%	\$9,405.56

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$650.00		0.00						
2	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$650.00		0.00						
3	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Advertiser:	Friends of Sherrod Brown
Product Desc:	SHERROD BROWN/SENATE
Estimate:	

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -		4				\$1,400.00		0.00			
4	WKYC	10/15/12	10/15/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$1,400.00		0.00			
5	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	12	\$1,400.00	P-2	0.00	NM	12	\$16,800.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -		12				\$1,400.00		0.00			
6	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		3				\$1,400.00		0.00			
7	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -		4				\$1,000.00		0.00			
8	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$1,000.00		0.00			
9	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - SS		2				\$2,400.00		0.00			
10	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -		4				\$2,400.00		0.00			
11	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -		1				\$2,400.00		0.00			
12	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	- - W - - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - W - - -		1				\$6,000.00		0.00			
N13	WKYC	10/09/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTFSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,40

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 Flight Dates: 10/09/12 - 10/15/12

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 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
15	WKYC	10/09/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00	
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- TWTF - -		4		\$1,200.00		0.00					
16	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M- - - - -		1		\$1,200.00		0.00					
17	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- - - - - S-		1		\$1,400.00		0.00					
18	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- - - - - S		1		\$1,400.00		0.00					
													Totals	52	\$84,650.00